SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of your business. You can use the SWOT Analysis to make the most of what you've got, to your organization's best advantage. And you can reduce the chances of failure, by understanding what you're lacking, and eliminating hazards that would otherwise catch you unawares.

Beyond the business world, SWOT Analysis can also be applied to the individual-level to assess a person's situation versus their competition further. There are both internal and external considerations build into the tool. "Strengths" and "weaknesses" are internally-related. The former representing a facet of an organization/entity which lends it an advantage over the competition. The latter being characteristic of that same entity, which leads to a relative disadvantage against the competition. Regarding externally-related, "opportunities" are realities in the greater environment that can be exploited to benefit the entity. While on the other hand, "threats" are realities in the greater environment, which might lead to problems for the entity.

Strengths and weaknesses are internal to the company (think: reputation, patents, location). You can change them over time but not without some work. Opportunities and threats are external (think: suppliers, competitors, prices)—they are out there in the market, happening whether you like it or not. You can’t change them.
Strengths and Weaknesses

Strengths and weaknesses are internal factors that are dependent on the objective, project or initiative being analysed. Since it’s subjective to the chosen objective, what’s considered a strength for one objective or project might be a weakness for another.

Strengths are within the organization’s control and this category includes everything the business does right when trying to achieve a specific goal, initiative, project or objective. Anything that gives the organization an advantage or that helps processes and projects run smoothly or helps the organization achieve business goals will fall into this category.

Weaknesses are also within the organization’s control, but the category includes everything that keeps the business from staying on track to achieving business or project goals and objectives. These are the things that need to be fixed or changed in order to achieve success.

Opportunities and Threats

Opportunities and threats are part of the external environment — it includes factors that impact the objective or project from outside the company. This can include economics, technology, regulation and legislation, sociocultural changes and shifts in competition.

Opportunities are factors outside the organization that the business can take advantage of to reach business goals and move the business forward. Threats include anything in the external environment that might cause issues for a project or that pose a future threat to the organization’s success.

SWOT Analysis for Students

The importance of SWOT analysis for a student is that it helps achieve a clear picture of where we stand. SWOT analysis also helps a student identify their improvement areas and in setting goals. Doing a SWOT analysis for oneself is not an easy task and required thought. You can find below the content for what is a SWOT analysis? How to create a SWOT chart for students?

Table of Contents

- What is SWOT analysis for students?
- Importance of SWOT analysis
- How to write SWOT analysis for students?
- Uses of SWOT analysis for students
Performing a SWOT analysis for students will make you face reality. You will know what your goal is and where you currently stand. The journey to your aim will become more straightforward when you have a plan to implement. With the SWOT analysis help, you would have identified your vital areas and will know what needs more work. Pick up a pen now and make the road to your future a lot smoother.

How to Do a SWOT Analysis

- **Determine the objective.** Decide on a key project or strategy to analyze and place it at the top of the page.
- **Create a grid.** Draw a large square and then divide it into four smaller squares.
- **Label each box.** Write the word "Strengths" inside the top left box, "Weaknesses" inside the top right box, "Opportunities" within the bottom left box, and "Threats" inside the bottom right box. These are titles, so they should be distinguished from the rest of the text using either colour or font size. Smart Draw offers several SWOT diagram templates designed to make construction quick and easy.
- **Add strengths and weaknesses.** Add factors that affect the project to the applicable boxes. Components of a SWOT analysis may be qualitative and anecdotal as well as quantitative and empirical in nature. Factors are typically listed in a bullet form.
- **Draw conclusions.** Analyse the finished SWOT diagram. Be sure to note if the positive outcomes outweigh the negative. If they do, it may be a good decision to carry out the objective. If they do not, adjustments may need to be made, or else the plan should simply be abandoned.
Advantages of SWOT Analysis

SWOT Analysis is instrumental in strategy formulation and selection. It is a strong tool, but it involves a great subjective element. It is best when used as a guide, and not as a prescription. Successful businesses build on their strengths, correct their weakness and protect against internal weaknesses and external threats.

SWOT Analysis helps in strategic planning in following manner-

- It is a source of information for strategic planning.
- Builds organization’s strengths.
- Reverse its weaknesses.
- Maximize its response to opportunities.
- Overcome organization’s threats.
- It helps in identifying core competencies of the firm.
- It helps in setting of objectives for strategic planning.
- It helps in knowing past, present and future so that by using past and current data, future plans can be chalked out.

SWOT ANALYSIS FRAMEWORK

Limitations of SWOT Analysis

SWOT Analysis is not free from its limitations. It may cause organizations to view circumstances as very simple because of which the organizations might overlook certain key strategic contact which may occur. Moreover, categorizing aspects as strengths, weaknesses, opportunities and threats might be very subjective as there is great degree of uncertainty in market. SWOT Analysis does stress upon the significance of these four aspects, but it does not tell how an organization can identify these aspects for itself.

There are certain limitations of SWOT Analysis which are not in control of management. These include-
- Price increase;
- Inputs/raw materials;
- Government legislation;
- Economic environment;
- Searching a new market for the product which is not having overseas market due to import restrictions; etc.

Internal limitations may include-

- Insufficient research and development facilities;
- Faulty products due to poor quality control;
- Poor industrial relations;
- Lack of skilled and efficient labour; etc

**Key Points**

- SWOT Analysis is a simple but useful framework for analysing your organization's strengths, weaknesses, opportunities, and threats.
- It helps you to build on what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.
- It can be used to kick off strategy formulation informally, or in a more sophisticated way as a serious strategy tool. You can also use it to get an understanding of your competitors, which can give you the insights you need to craft a coherent and successful competitive position.
- When carrying out your analysis, be realistic and rigorous. Apply it at the right level, and supplement it with other option-generation tools where appropriate.

**SWOT Analysis of Mentees for Productive Mentoring in Tertiary Education**

A SWOT [Strengths, Weaknesses, Opportunities and Threats] analysis of mentees is a simple and effective way of examining their own capacity and help them to identify areas for improvement. It is a method of reflection which helps to explore their practice in detail and highlights areas which are often not obvious to them. If the mentors use the results of the Quantifying Mentoring Prospective assessment through SWOT for development of mentees will be a true start for mentoring. As the result will vary from mentees to mentees so the advices and directions. It will be very easy for mentors to give plan for the upcoming months in the relationship of mentor-mentee.
Individuals who have mentors often perform better at their jobs, earn higher salaries and achieve faster career progression than non-mentored individuals. In high school, mentorship can help students find a career path and connect with the right people and resources to support their advancement.

The specific benefits of being mentored include: being encouraged and empowered in personal development, being helped to identify and achieve career goals, being helped to identify and correct gaps in generic skills and knowledge, increasing your confidence, developing and maintaining a broader perspective on career options and opportunities, having access to a senior role model, gaining insight into university culture and developing mentoring/coaching skills.

To conclude - Mentoring programs are useful ways to support students as they matriculate in post-secondary settings. Mentoring programs can be a bridge to reach the students early to ensure a positive university experience.

Resources:
1. Article on SWOT Analysis for Students
2. Article on Personal SWOT Analysis
3. Video on Personal SWOT Analysis
4. How to use SWOT Analysis
5. SWOT Analysis as a Mentoring Tool

“When SWOT analysis doesn’t work, SO WHAT analysis does. – Amol Gade”

Update on Skill Development & Training

Skill Development Programs (sponsored by Capgemini and MSDF)

The Campus to Corporate ‘Skills Training Program’, supported by Capgemini currently has 1353 2nd year students in the Aptitude program with 496 students mapped to FFE’s training partner Ethnus, and 857 students with Focus Academy for Career Enhancement (FACE). The students are currently doing the post-assessment which will be completed by 15th July.

Out of the current 3rd-year scholars supported by MSDF (1257), 720 students have enrolled in the Coursera program and 558 students had enrolled in the Hi-Touch English program by eAge Tutors which got completed by June 1st week. Additionally, 1189 students are going through Mock Interviews with Ethnus.
**QMed Program** - 66 Medical Scholars have onboarded for the Medical Literature searching program from June 20th.

**FLY** - FFE has launched the FLY (Finding the Leader in you) program for FFE Scholars from May 2021. FFE joined hands with **CMI (Competitiveness Mindset Institute Inc)** to conduct the FLY program as a full-fledged course trying to cover 1000 students this year from the 1st and 2nd year of study. This is a 12 days program covering 5 pillars of the competitiveness Mindset

- Conscientiousness
- Taking Initiative
- Perseverance
- Innovativeness
- Problem Solving.

The 3rd and 4th batches were conducted on May 10th and May 24th. The 5th and 6th batch were held in June.

**SRIP** - 11 3rd year FFE scholars from various disciplines are currently enrolled in the SRIP 2021 (Summer Research Internship Program) conducted by IIT Gandhinagar. This is an online internship where every student has been identified by a mentor for a project chosen.

*The projects include:*

- Android app for archaeozoological research
- Navigation, Path planning and Control of Multi-robot systems
- Develop a Secure Domain Name System
- Modelling of DNA nanodevices with membranes
- Calculations of adhesive force between solid and liquid droplets
- Radiation hardened processor design
- Scenario generation for Sustainable Technology Development
- Programming oriented Math-Art Work

**Medical Webinar** - The 10th Medical Webinar was conducted on 26th June 2021 on the topic "Mucormycosis" by Dr. Umesh Torne. There were around 135 participants.

**Cognizant Impact Hiring** – 21 graduates of the 2020 cohort are currently in the 40-hour Impact training & hiring program.
Placement update:

- In the current graduating Cohort (2019-20), 941/1023 students (92%) are employed (720 secured jobs and 221 opting for higher studies) and 82/1023 are seeking employment (8%).

- In the 2020-21 graduating cohort (current final year), 653/890(73%) have gained jobs (464 have secured jobs and 189 are opting for higher studies) and 237/890 are seeking employment (27%).

- Companies like Geberit, Capgemini, KPMG, Trane Technologies have shown interest to offer Placement opportunities for 2020 and 2021 graduating cohorts.

Below are toppers in the Coursera training program. They have been issued with gift vouchers, based on their performance. Congratulations to all of you!

<table>
<thead>
<tr>
<th>Toppers in the Coursera Program (June)</th>
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<tbody>
<tr>
<td>Gannu Venkata Girish Chandra</td>
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<tr>
<td>AU College of Engineering, Vishakhapatnam</td>
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<tr>
<td>Naveen V</td>
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<tr>
<td>Madras Institute of Technology, Chennai</td>
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<tr>
<td>Rajat Pathak</td>
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<tr>
<td>Government Medical College and MJK Hospital, Bettiah</td>
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<tr>
<td>Rohith D S</td>
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<tr>
<td>National Institute of Technology Suratkal</td>
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<tr>
<td>Sakthi Namasivayam</td>
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<tr>
<td>Autonomous State Medical College, Bahraich</td>
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Stay Connected: Social media is a great forum to stay connected and updated about our latest events, news and opportunities -Follow us on LinkedIn and Facebook. We urge each of you to connect with us. This is also a great networking platform to interact with the Alumni. Send us your feedback and suggestion at studentrelations@ffe.org